

VISIT LOVELAND EVENT FUNDING REQUEST

Submissions that are incomplete or illegible will not be considered for funding. The goal of Visit Loveland is to promote Loveland as a destination attraction. First-time, political, church, fund-raising or school events will not be considered for funding. Please submit only one funding request form per event along with the following:

- Itemized budget
- Detailed PR/marketing plan including advertising, social outreach, etc. as well as metrics reporting plan
- Proof of liability insurance, if applicable

Event Name: _____

Date(s) and Times: _____

Location: _____

Amount Requested: \$ _____ Total Estimated Event Cost: \$ _____

Name of person submitting request: _____

Contact Phone: _____ Email: _____

Event website: www. _____ FB Page/Other: _____

First-time events will not be considered. Is this a first-time event? Yes No

Do you expect this event to bring visitors from outside of Loveland? Yes No

Will this be a ticketed event? Yes No Cost per ticket: \$ _____

How many people are you expecting to attend this event in total? _____

How will you track where people are coming from? _____

How will you advertise/promote the event? _____

Have you obtained the necessary permits and/or approvals needed? Yes No

If no, which are still pending? _____

Mission statement: _____

History (please explain when your event started, how it has evolved, attendance, how you have marketed it, etc):

Who is your target audience? _____

How will you communicate outcomes, metrics, stats, or reporting to Visit Loveland after the event?

How would Visit Loveland be recognized as a partner or sponsor of the event?

Please summarize the scope and/or programming for this event:

Who are your partners (financial, planning, or otherwise) for this event?

How will this event impact local businesses (negatively or positively)?

Do you have an insurance policy in place for this event? Yes No

Insurance company name _____

Amount of coverage: \$ _____

I have read the Destination Loveland Strategic Plan, and my event meets the criteria for this request.

Name (printed): _____ Signature: _____

Company Name: _____ Date: _____

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Received by: _____ Date: _____

Reviewed by: _____ Date: _____

If not approved, reason(s) why: _____